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## NOTES

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### PROGRAM OF THE THIRD GENERAL MEETING OF THE ASSOCIATION OF COLLEGIATE SCHOOLS OF BUSINESS, MEETING WITH THE NATIONAL ASSOCIATION OF TEACHERS OF ADVERTISING

MAY 5, 6, AND 7, 1921, THE UNIVERSITY OF PITTSBURGH,  
PITTSBURGH, PENNSYLVANIA

#### Thursday, May 5, at 2:00 P.M.

Meetings of Committees of the Association of Collegiate Schools of Business - - - - - Fellows Room, Mellon Institute  
The Executive Committee  
The Committee on the Correlation of the Work of the Collegiate Schools of Business with the Secondary School System  
The Committee on Co-ordination with Corporation Training Schools

#### Thursday, May 5, at 7:30 P.M.

*Chairman*, DEAN A. B. WRIGHT, University of Pittsburgh  
Administrative Round Table and Smoker - - - Fellows Room  
Mellon Institute  
Preliminary Report of Executive Committee

#### Friday, May 6, at 9:15 A.M.

*Chairman*, DIRECTOR WILLIAM A. SCOTT, University of Wisconsin  
Courses in the Financial Field - Fellows Room, Mellon Institute  
Paper: Special Problems of Content and Presentation in Finance  
Instruction in Large Schools of Commerce, by Professor Charles W. G. Gerstenberg, New York University  
Paper: Possibilities of a General Survey Course in Finance, by Professor Harold G. Moulton, University of Chicago  
Discussion opened by W. H. Lough, President, Business Training Corporation, New York City, and Dean W. H. Walker, Duquesne University

#### Friday, May 6, at 12:15 P.M.

Luncheon - - - - - H. J. Heinz Company  
The delegates are invited to be the guests of the H. J. Heinz Company. The trip to the H. J. Heinz Company will be taken by automobile.

**Friday, May 6, at 2:30 P.M.**

*Chairman*, DEAN EMORY R. JOHNSON, University of Pennsylvania  
Courses in the Advertising Field - - H. J. Heinz Company Auditorium

Paper: Courses in Advertising by Professor Daniel Starch,  
Harvard University

Paper: Scientific Method: a Subject of Instruction for Students  
of Advertising, by Professor Harry D. Kitson, Indiana  
University

Discussion opened by Professor Edward H. Gardner, of the  
University of Wisconsin, and Professor George B. Hotchkiss,  
of New York University

**Friday, May 6, at 6:30 P.M.**

Dinner - - - - - University Club  
The delegates are invited to be the guests of the University of  
Pittsburgh.

NOTE.—Dean Ralph E. Heilman, of Northwestern University, is arranging for  
those interested in evening-school work to sit in one group.

**Friday, May 6, at 8:00 P.M.**

Separate Session of the Association of Collegiate Schools  
of Business

*Chairman*, DEAN RALPH E. HEILMAN, Northwestern University

Courses in the Labor Field - - - Fellows Room, Mellon Institute

Paper: Problems in Graduate Training for Personnel Adminis-  
tration, by Ordway Tead, Bureau of Industrial Research,  
New York City

Paper: Courses in the Labor Field with Particular Reference  
to the Work of the First Two Years, by Professor  
Joseph H. Willits, University of Pennsylvania

Discussion opened by William M. Leiserson, of Rochester, New  
York, Dwight L. Hoopingarner, of Boston, Massachusetts,  
and J. W. Dietz, of the Western Electric Company, New York  
City

**Friday, May 6, at 8:00 P.M.**

Separate Session of the National Association of  
Teachers of Advertising

Regular Annual Meeting - - - - - University Y.M.C.A.

Paper: Does Salesmanship Deserve a Place in the University  
Curriculum? by Professor Harold Whitehead, Boston  
University

Discussion by Professor Herbert W. Hess, of the University of Pennsylvania, and by Professor Harry R. Wellman, of Dartmouth College

Paper: Information versus Inspiration (The Relative Values of Technical Training and General Mental Training as Preparation for Successful Advertising Work), by Professor Edward H. Gardner, University of Wisconsin

Discussion by Professor George B. Hotchkiss, of New York University

Paper: A Proposed Course in Co-operative Marketing, by Professor Hugh E. Agnew, New York University

Discussion

**Saturday, May 7, at 9:15 A.M.**

*Chairman, DEAN J. E. LEROSSIGNOL, University of Nebraska*

NOTE.—Delegates will go to the Westinghouse Electric and Manufacturing Company plant by train, leaving the Pennsylvania Station at 8:20 A.M., and arriving in East Pittsburgh at 8:58.

General Aspects of the Curriculum - - Auditorium of Westinghouse Electric and Manufacturing Company

Paper: General Aspects of the Curriculum, by Hollis Godfrey, Council of Management Education

Discussion opened by Professor R. C. McCrea, of Columbia University, Professor Spurgeon Bell, of the University of Texas, and Dean G. W. Dowrie, of the University of Minnesota

#### **Business Meeting**

Reports of Committees of the Association of Collegiate Schools of Business

The Committee on Co-ordination with Corporation Training Schools

The Committee on the Correlation of the Work of the Collegiate Schools of Business with the Secondary School System

Statement by J. E. Hagerty, of the Ohio State University, on the Work of the Federal Bureau of Education

Final Report of Executive Committee

The Committee on Resolutions

The Committee on Auditing

The Committee on Nominations

**Saturday, May 7, at 1:00 P.M.**

Luncheon and Informal Discussion - - Westinghouse Electric and Manufacturing Company

The delegates are invited to be the guests of the Westinghouse Electric and Manufacturing Company.